

Roll No.

Total No. of Questions – 10

Total No. of Printed Pages – 7

Maximum Marks – 70

GENERAL INSTRUCTIONS TO CANDIDATES

1. The question paper comprises two parts, Part I and Part II.
2. Part I comprises Multiple Choice Questions (MCQs).
3. Part II comprises questions which require descriptive type answers.
4. Ensure that you receive the question paper relating to both the parts. If you have not received both, bring it to the notice of the invigilator.
5. Answers to Questions in Part I are to be marked on the OMR answer sheet given on the Cover Page of Section – A of descriptive answer book only. Answers to questions in Part II are to be written on the same descriptive type answer book. Answers to MCQs, if written inside the descriptive answer book, will not be evaluated.
6. OMR answer sheet given on the Cover Page of Section – A of descriptive answer book will be in English only for all candidates, including for Hindi medium candidates.
7. The bar coded sticker provided in the attendance register, is to be affixed only on the descriptive type answer book.
8. You will be allowed to leave the examination hall only after the conclusion of the exam. If you have completed the paper before time, remain in your seat till the conclusion of the exam.
9. Duration of the examination is 3 hours. You will be required to submit (a) Part I of the question paper containing MCQs and (b) the answer book in respect of descriptive type answer book with OMR Cover Page to the invigilator before leaving the exam hall, after the conclusion of the exam.
10. The invigilator will give you acknowledgement on Page 2 of the admit card, upon receipt of the above-mentioned items.
11. Candidate found copying or receiving or giving any help or defying instructions of the invigilators will be expelled from the examination and will also be liable for further punitive action.

PART – II**70 marks**

1. **Section – A** Question paper comprises 5 questions (1 to 5). Answer Question No. 1 which is compulsory and any 3 out of the remaining 4 questions.
2. **Section – B** Question paper comprises 5 questions (6 to 10). Answer Question No. 6 which is compulsory and any 3 out of the 4 questions.
3. Answers to the questions are to be given only in English except in the case of candidates who have opted for Hindi Medium. If a candidate has not opted for Hindi Medium, his/her answers in Hindi will not be evaluated.
4. Working note should be part of the respective answers.

(2)

JYB2

PART - II

SECTION - A

management information reports.

1. (a) Business managers use MIS reports in the decision making process. 3
MIS reports need to ensure that it meets certain criteria to make information most useful. Explain any three such criteria.
- (b) Distinguish between Connection Oriented and Connectionless 2
Networks.
2. (a) Data is a critical resource that must be organized, controlled and 6
managed properly. In order to achieve the same purpose, XYZ Ltd. decided to transform all its data into digitized form. As a Database Administrator of the company, you are required to suggest major advantages of Database Management Systems (DBMS) to the top management.
- (b) Briefly explain the advantages of business policy "Bring Your Own 4
Device" (BYOD).
3. (a) Human Resource Management (HRM) plays an important role in the 6
effective and efficient management of the human resources in any enterprise. As an HR Manager of XYZ Ltd., which typical stages of HR life cycle will you implement in the company?
- (b) Categorize the different kinds of business risks that any enterprise 4
faces.

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(3)

JYB2

4. (a) Controlling Module is one of the business process modules of the Enterprise Resources Planning (ERP) System. It facilitates coordinating, monitoring and optimizing all the processes in an organization. In the light of these statements, describe any six key features of Controlling Module of ERP system. 6
- (b) Briefly explain the Web Server and Proxy Server. 2+2
=4
5. (a) Core Banking System/Solution (CBS) has become a mandatory requirement in the banking system. CBS are usually running 24×7 to support Internet Banking, Mobile Banking, ATM Services, etc. with the help of its various modules. Most of the key modules of CBS are connected to a Central Server. As an IT expert, discuss any three Back End Applications/Modules and any three Front End Applications/Modules of CBS. 3+3
=6
- (b) What is Mobile Computing? Explain the key components of Mobile Computing. 1+3
=4

OR

Describe any four characteristics of Infrastructure as a Service (IaaS). 4

JYB2

P.T.O.

(4)

JYB2

SECTION – B

- ✓ 6. Inspite of high commodity inflation, shortage of components and the threat of a third wave of COVID-19 pandemic in India, manufacturers of packaged goods, home appliances and consumer electronics are expecting the business to grow by 12 to 25 percent in the coming months. After one-and-a-half years of disruption, manufacturers are now confident about managing their inventories better, keeping their supply channels well-stocked and preparing themselves to minimize the impact of any COVID related restrictions even as they gear up for the festive season, which usually accounts for 25 to 35 percent of their yearly sales. 5

The home appliances sector could be an example. After a dismal April-June quarter in the year 2021; producers of air conditioners, refrigerators and washing machines are expecting their business to grow by 15-20 percent in the months to come. All the companies operating in the sector have geared up to grab the opportunities available in the market.

A leading company in the home appliances domain, XXP India, is planning to launch various innovative product designs and offer loyalty programmes to lure consumers.

With reference to Michael Porter's generic strategies, identify which strategy XXP India has planned for? Explain how this strategy will be advantageous to the company to remain profitable?

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(5)

JYB2

- 7 (a) A Chennai based fast moving consumer goods (FMCG) major CDE Ltd. recently announced restructuring its business. The company indicated that the business would be split into mainly four different streams - FMCG, E-commerce, Retail, and Research & Development. The company management has decided that these four units will operate as separate businesses. The top corporate officer shall delegate responsibility for day-to-day operations and business unit strategy to the concerned managers.

Identify the organization structure that CDE Ltd. has planned to implement. Discuss any four attributes and the benefits the firm may derive by using this organization structure.

- (b) What are the important aspects of the process of implementation of strategy ?

- 8 (a) STU's association with India goes back to 1967, when it played a key role in constructing a very long highway in India spreading over multiple states. Since then, it is contributing in many ways to the country's growth story. Now it is looking at playing an active role in the key projects taken up by the central government. Suggest few Opportunities and Threats that the company should consider.

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P.T.O.

(6)

JYB2

- (b) "There are certain conditions or indicators which point out that a turnaround is needed if the company has to survive." Discuss. 5

↓ Negative cash flow

9. (a) "Business organizations face countless marketing challenges that affect the success or failure of strategy implementation." In light of this statement, discuss some marketing decisions that require special attention. 5

- (b) GWA, a leading Japan based automobile company decides to make India a hub for the company's 250 cc motor cycle to be manufactured in collaboration with the TPR Group, a leading Indian motorcycle manufacturer. The production is to be exported to the company's home market as well as to other African countries. 5

Diversification - concentric, strategic alliance

What is this growth strategy called? Point out the most important advantages both the companies expect from such strategy/collaboration.

10. (a) "Each organization must build its competitive advantage keeping in mind the business warfare. This can be done by following the process of strategic management." Considering this statement, explain major 5

benefits of strategic management.

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(7)

JYB2

(b) Why is strategy evaluation more difficult? Give reasons.

5

OR

What are the factors which determine the nature of rivalry in an industry?

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